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U.S. Baking Ingredients Spice Up the New Year

Report Categories:

CSSF Activity Report

Tree Nuts

Dried Fruit

Market Promotion

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Report Highlights:

The Agricultural Trade Office (ATO) of the American Institute in Taiwan successfully launched its inaugural holiday baking promotion with the collaboration of Le Bouquet of the Ambassador Hotel. The month long promotion introduced a variety of high-quality, healthy U.S. baking ingredients to Taiwan consumers (apples, dried blueberries, macadamia nuts, pecans, pumpkin puree, raisins and walnuts). Bakeries are extremely popular throughout Taiwan and this promotion, which was featured in numerous publications, highlighted the many wonderful uses of U.S. products. In 2013, post estimates the Taiwan baking industry used approximately \$235 million in U.S. baking products.

Summary

國賓大飯店歡慶繽紛美國月
道地美式甜點 品味歡樂佳節

在充滿節慶氣氛的12月，國賓大飯店餐飲事業部首度獨家與「美國在台協會農業貿易辦事處」合作，集合旗下「le bouquet繽紛蛋糕房」、「le bouquet Bread & Bakery繽紛麵包房」，以及天母「LE BOUQUET AMERICAIN」，精心打造美國風情的系列商品，即日起至1月15日，每日新鮮出爐，為熱鬧的節日揭開慶祝序幕。

蜜絲胡桃塔
塔皮香酥內餡綿密
將製作提拉米蘇的綿滑Crème cheese加入一般塔皮，烘烤成華麗的奶油乳酪塔皮，內餡注入黑糖、香草醬，以及精選美國胡桃，製成胡桃奶油餡，是最適宜分享的幸福小點。每

華盛頓蘋果派
層次豐富的微甜口感
選用美國華盛頓州的富士蘋果，切片後拌入肉桂粉、檸檬皮屑、新鮮柳橙汁，灑上精選美國葡萄乾後，放進鹹派皮中烘烤，出爐後的金黃派皮色澤誘人，蘋果內餡香氣四溢，令人一口接一口地品嚐。每個售價\$150元。

哪裡買-
台北國賓大飯店le bouquet繽紛蛋糕房
(02) 2100-2100轉2856
台北市中山北路二段63號
le bouquet Bread & Bakery繽紛麵包房
樂利店(02)2733-3968 台北市樂利路39號之1
士林店(02)2882-5526 台北市士林中正路115號
LE BOUQUET AMERICAIN
(02) 2831-2729
台北市中山北路六段88號B1 (天母SOGO正對面)

To promote American Month, Le Bouquet placed print ads in selective newspapers targeting metro commuters.

The ATO Taipei collaborated with Le Bouquet of the Ambassador Hotel to launch American Month this past Christmas and New Year, sharing healthy dessert options with Taiwan consumers. The promotion ran from December 1, 2013 to January 15, 2014, and was featured at four Le Bouquet stores.

Through ATO Taipei's introduction of U.S. baking ingredients, Le Bouquet developed exclusive recipes to create classic American delicacies, including: Washington Apple Pie, U.S. Pumpkin Bread, U.S. Pecan Tart, and the New York Blueberry Bagel. The promotion introduced a wide variety of high-quality, healthy U.S. baking ingredients, and consumer feedback was extremely positive.

It was also the first time Le Bouquet purchased pecans, dried blueberries, and apples from the United States.



The promotion successfully featured a wide variety of U.S. healthy ingredients.

For more information on the various U.S. ingredients featured throughout this promotion, please check out post's other GAIN reports:

- [Taiwan Tree Nuts Market Overview 2013](#)
- [Dairy and Products Annual 2013](#)
- [Fresh Deciduous Fruit Annual 2013](#)

For further information or questions, please contact:

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The promotion was supported by CSSF (US\$2,000) and created additional revenue of US\$7,900 for Le Bouquet. Bakeries are extremely popular throughout Taiwan and post anticipates other bakeries will feature similar pastries using U.S. ingredients after seeing the success of Le Bouquet.